



THE KRECO COMPANY is a corporation of Junior Achievement members under the guidance of the Kresge Company. In photo at left, Paul Locklear (l to r), Ken Kittle and Joe Antonini, D. O. advisers, supervise a board meeting. Right, Joe Antonini checks on packaging procedures.

Hobbies and Crafts Expands

The hobby and craft department has taken on new dimensions since it was formed two years ago as an extension of the toy department. Originally the hobby department consisted only of plastic kits. Today the expanded department includes artist supplies, stamp and coin supplies, chemistry and microscope sets and an extensive line of crafts.

Charles D. Smith, assistant in the buying office, said increased leisure time of most American families has created a demand for new hobbies and crafts. Kresge's hobby department keeps abreast of this trend by providing a diversified line of crafts and hobbies and facilitating improved displays and installations.

In February of 1968, art supplies were transferred to the hobby department from home improvement in K marts. Sales in art supplies increased 100 percent for the year. Mr. Smith said that due to the success of this line in test

Kresge stores, efforts will be made to extend artist supplies to more stores in 1969.

Craft items for children and adults are rapidly becoming a major part of the hobby department. In February, Mr. Smith will select samples from a hobby show in Chicago. At that time the entire line will be reworked.

Increased sales in the hobby department can be obtained through using a routine order schedule, noticing new merchandise and ordering merchandise in promotional quantities.

Hardware Has Total Concept

Harold F. Hoogerhyde, associate buyer, said the hardware department has made great progress in achieving a total merchandise concept in K marts. New counter layouts, recently mailed to stores, make it possible for merchandise to be categorized. Detailed pilot plans for grouping together hardware products were sent to all K mart managers and district managers. Also forwarded were new counter pictures identifying all items and their positions on the counter.

Hand tools are now placed together in sections with brand name products intermixed with private labels and import tools. Power tools and accessories are also placed together, making a complete sub-department concept on each counter.

Soon to be completed is a basic stock listing that will correspond to the new counter pictures. This listing will simplify setting up hardware departments. Identification of best sellers, reordering of merchandise and customer selection will be greatly improved.

Mr. Hoogerhyde believes that trade-up selling will be easier now that merchandise is displayed collectively, regardless of price or brand.

It is required that each K mart follow the new layouts in the hardware department. By July 1, all merchandise will be purchased through Kresge's distribution centers in Fort Wayne, Atlanta and Sparks. The final result will be added sales and profit for the hardware department, said Mr. Hoogerhyde.

4187's Guard Saves Child From Danger

Gil Harris is a guard at K mart 4187, Denver, Colo. To a nine-year-old girl and her parents, he is the most wonderful man in the world. To the Kresge Company, he is a dedicated employee whom Chairman and President Harry B. Cunningham thanked with five shares of Kresge stock and 4189 honored with a "job-well-done" breakfast.

On November 6, Mr. Harris' quick thinking and courage were responsible for the apprehension by police of an alleged kidnapper.

While on duty at 4187, Mr. Harris was approached by a woman who said her daughter had been taken by a man from her car in the parking lot. She said her young son had also been in the car and told her what had happened. After alerting Manager James L. Moser, who called the police, Mr. Harris jumped in his car and searched for the suspect. He found the suspect with the child in a parked car. Mr. Harris told the child to run and an altercation with the suspect ensued.

The alleged kidnapper escaped in his car but not before Mr. Harris took note of his license number. Meanwhile, the child was returned to K mart by a man who came to her aid after she ran from the car. The police and the mother, who had also been searching for the suspect's car, returned to K mart and a happy reunion took place.

The police apprehended the alleged kidnapper at his home after tracing him through the license number reported by Mr. Harris.

The nine-year-old girl and her parents celebrated her happiest birthday the next day.

4225 Hoists Its Sales

K mart 4225, Seattle, Wash., was surrounded by flood waters. The parking lot was swept away by the raging downpour that besieged all of Seattle.

In spite of the torrential rains, business went on as usual. Sandbags were set up to prevent water from entering the building. Undaunted Christmas shoppers crossed over the rain-swept area via a wooden crate bridge hastily constructed by employees. Bootless

customers were gallantly carried over the swift currents by K mart men of action.

Amidst everything, spirits were not dampened. Could it have been the jovial laughing of Santa Claus, who was tucked away inside, that encouraged 4225 employees to rise above and beyond the call of duty?

Whatever it was, the local newspaper commended their efforts on behalf of the spirit of Christmas.

Kresge Company Is Sponsor of JA Firm

In October of 1968, a group of industrious young boys and girls in Detroit, Mich., created the Kreco Company. It is a corporation of Junior Achievement members working and learning together for a common goal — to become acquainted with the principles and fundamentals of business.

The Kreco Company derived its name from its sponsor, the Kresge Company. For years the Kresge Company has taken an active interest in Junior Achievement. Like many other local businessmen, Kresge advisers work with high school boys and girls who form a business to produce and sell a product. By running their own business, the youngsters learn by experience the structure and operation of business.

Three Detroit Office employees are currently acting as advisers to the Kreco Company. Each man instructs and advises the group in his own specialized field of business. Ken Kittle, production adviser, instructs members in manufacturing processes. Sales Advisor Joe Antonini advises the group on pricing, packaging, advertising, selling procedures, distribution and where to sell the product. Accounting Adviser Paul Locklear supervises the bookkeeping, treasury and financial matters.

The first step of actualizing the Kreco Company was to charter the group as a corporation under Junior Achievement regulations. Elected to office were a president, vice presidents of sales and production, a treasurer, a secretary and personnel manager. After elections, the group sold stock at one dollar per share. This money was used to buy materials to make a product to be sold for profit.

A most important decision to be made is that of selecting a producer for manufacture and sale. Kresge's first project was the complete packaging and sale of garbage can liners and lawn bags. For quick added sales during Christmastime, Kresge sold fruitcakes. Production has now started on the company's main product — a perennial calendar. The calendar is being manufactured completely by Kreco members, with the exception of the print work on page inserts.

All JAers participate in the making of a product. Production is like an assembly line; each individual is responsible for a different job. And being a business, Kresge pays its "employees" 25 cents per

Stores Participate In Brands Event

Kresge stores will participate in the 20th anniversary of *Chain Store Age's* National Brands Promotion to be held in variety stores February 15 through March 1.

Kresge stores have taken part in this annual promotion every year since it was initiated by *Chain Store Age*, a retail magazine, for the purpose of identifying national brand products in variety stores.

A Consumer's Sweepstakes will again highlight the event. Besides offering an array of fine gifts to lucky shoppers, the Sweepstakes will be an added incentive for store managers because a manager may also win a prize if a winning ticket is produced from his store. The Sweepstakes coupons will be distributed at all participating chain stores and retail outlets.

Through this promotion, it is hoped that the consumer will become more aware of the fact that nationally advertised brand products with a guarantee of satisfaction are always available at Kresge stores.

hour plus a 10 percent commission on their sales.

Mr. Antonini believes that the Kreco Company can do well over \$600 in sales for the current JA year ending in May of 1969.

D. O. Employee Is Top Seamstress

Rayneid Rolak, part-time employee at Kresge, sought to become the nation's number one seamstress.

Rayneid left for San Francisco in January to compete in the National Competition of the "Make It with Wool" contest, sponsored by the National Wool Growers Association.

Rayneid began her success story by winning Michigan's District Competition over 102 entries. In December she won the state-wide competition in which winners of Michigan's 11 districts also competed.

A beige coat with detachable cape, worn with a black fur hat, muff and boots, is Rayneid's entry in the competition. All entries were judged on design, fashion, workmanship and appearance.

Rayneid participates in a co-op program at Cooley High School in Detroit where she is a senior. The other half of her day is spent as tabulating machine operator at Kresge's data processing installation in Southfield, Mich.

Security Head Reaps Honors For His Race

The *Millcreek Valley News*, Lockland, O., paid tribute to Sgt. George Williams, the first Negro to become a member of the Woodlawn, O., police force and now a regional director of security for the K mart division of the Kresge Company.

As security director for the Southern Region, Mr. Williams works out of the regional office in Atlanta, Ga. Mr. Williams' duties include hiring and training security personnel and directing security operations at 28 K marts in Kentucky, Ohio, Tennessee, Indiana, Virginia, West Virginia and North Carolina.

In pursuing his career, Mr. Williams overcame setbacks and disappointments resulting from prejudices. After scoring first in a civil service examination, Mr. Williams was appointed to the Woodlawn police force and eventually became a top officer.

Working for the young people of Woodlawn was one of Sgt. Williams' greatest interests. He was co-founder of the Woodlawn Police Athletic Association and a founder of a Boy Scout program. Sgt. Williams was also involved in community sports, managing and coaching several athletic teams.

The *Millcreek Valley News* stated that in announcing Sgt. Williams' appointment, Kresge officials said: "We feel fortunate to secure the services of a man of this calibre to direct our security operations. Our security is in good hands."